

ADMINISTRATIVE
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73-712

8 February 1973

DDI-789-73

MEMORANDUM FOR: Director of Central Intelligence
SUBJECT: New Ways of Briefing Customers

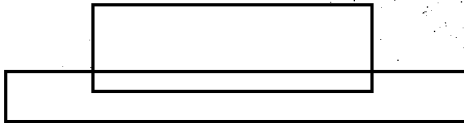
At morning meeting the other day we discussed alternate means of briefing our customers. I have had some thoughts on this matter. They are admittedly rather futuristic, but might be worth pondering.

First, we must consider what I call Dial-A-Briefing. This scheme envisages a magnetic tape briefing which certain officials would be able to get on their telephone: something like dialing for the time (or if in Vienna, dialing to get the concert schedule or international "A" for your violin).

The master briefing tape would be prepared at an early morning hour and updated at about noon. In the initial trial run Dial-A-Briefing would be available only inside the Agency and probably only on the Red Line (or protected by some other security device). Later, if Dial-A-Briefing proved to be of interest or of use, I would hope that the state of the art would allow us to install outlets at other senior officers' phones throughout the Intelligence Community.

I have also been thinking of a real-time, live, world-wide, satellite, daily President's TV briefing. This scheme envisages briefings for the President and other senior officials at a set time from a central control studio here at CIA. Ambassadors or Chiefs of Station--especially those in hot, in-the-news, spots--could be standing by to transmit views by satellite and submit to questioning by the President if he wished. Graphics, live pictures of terrain, persons, etc. could be shown. This is all pretty far out, but somebody is going to do it; I think it should be we. This scheme could be modified to use cassettes done by our experts and delivered on schedule around town to senior officers with appropriate TV gear (this sort of thing is already on sale). Charts and pretty pictures could be used, and all in glorious Technicolor, of course!

This is my far-out thinking for the day.


Assistant to the Director

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ADMINISTRATIVE INTERNAL USE ONLY Executive Regis:

MEMORANDUM FOR: DDI

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The DCI would like you to take a look at these "far-out" notions of [redacted] I don't think he seriously expects us to adopt these proposals, but he hopes they will stimulate us to think of innovative approaches to intelligence presentations.



3-20-73
(DATE)

FORM NO. 101
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REPLACES FORM 10-101
WHICH MAY BE USED.

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